NEWS RELEASE

ALBERTA WILDERNESS ASSOCIATION

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Save our Sage-Grouse!
Billboards Call for Help

Late this past week billboards across Calgary and Edmonton began flashing a public service announcement about the plight of greater sage-grouse in Alberta. On the heels of a very successful two-day *Emergency Greater Sage-grouse Summit* the bill boards are an attempt to answer the void of information and awareness available about how serious things really are.

"We must give these magnificent birds room to strut their stuff," says Cliff Wallis, Alberta Wilderness Association (AWA) Vice-President. "Public education and the support that brings will be crucial if we are to stand a chance at saving this amazing bird."

One of the key issues learned in the Summit meetings was the lack of awareness about the desperate plight of endangered species in Alberta.

"The science is clear about how desperate the situation really is – just 13 male birds were recorded in 2011," says Nigel Douglas, AWA Conservation Specialist. "But science alone isn't going to save the species. AWA strongly believes that helping more people understand the issues will bring more meaningful debate and pressure to move swiftly with positive actions for greater sage-grouse."

Photo: Patterson Outdoor Advertizing

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